

Icon ensures that the guardians and owners of objects, buildings and collections can access knowledgeable and passionate professionals who will help them safeguard the physical remains of our past for the future.

2.3K MEMBERS

Conservation professionals work in a variety of disciplines. Many are conservators but Icon's membership of 2,300 individuals and organisations also embraces heritage scientists, craftspeople, architects, archivists and others. Most members are UK-based but many also work internationally.

CONTACT US

ADVERTISING SALES

Paul Heitzman
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ARTWORK STUDIO

Caitlyn Hobbs
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RATE CARD 2025

PRINT



COSTS

ICONNECT MAGAZINE

Iconnect is the quarterly member magazine which reaches the foremost professionals in the conservation sector. Each issue reaches more than 2,000 conservation sector professionals, academics & students, material & equipment suppliers, culture vultures and conservation fans across the broader public, and allied professionals. By advertising in Iconnect magazine, you'll reach the audience you need.

AD TYPE	COST PER INSERTION
OBC	£990
IFC/IBC	£900
Full Page	£750
Half Page	£495
Quarter Page	£360

JOURNAL OF THE INSTITUTE OF CONSERVATION

Icon's prestigious tri-annual scholarly Journal of the Institute of Conservation reaches the brightest minds and leading lights in the sector. Over 2,600 copies are dispatched globally, reaching conservation sector professionals, academics, students, and conservation scientists.

AD TYPE	COST PER INSERTION
Full Page	£700

All priced are subject to VAT. Please refer to our terms and conditions.

DATES FOR YOUR DIARY

ICONNECT MAGAZINE

Issue	BOOKING DEADLINE	ARTWORK DEADLINE	PUBLISHING DATE
SPRING	18 March	20 March	17 April
SUMMER	17 June	19 June	17 July
AUTUMN	16 September	18 September	16 October
WINTER	10 December	12 January	22 January

JOURNAL OF THE INSTITUTE OF CONSERVATION

Issue/Month	BOOKING DEADLINE	ARTWORK DEADLINE	PUBLISHING DATE
48-01 / FEB	6 December 2024	27 January 2025	3 February 2025
48-02 / JUN	4 April 2025	27 May 2025	2 June 2025
48-03 / OCT	6 August 2025	25 September 2025	3 October 2025

ARTWORK SPECS

DPS	width x height (mm)
Trim size	420 x 280
Type size	396 x 255
Bleed size*	426 x 286

Please don't place text in the 10mm either side of the vertical centre to allow for the gutter

FULL PAGE	width x height (mm)
Trim size	210 x 280
Type size	185 x 255
Bleed size*	216 x 286

HALF PAGE	width x height (mm)
Landscape	185 x 125
Portrait (no bleed required)	90 x 255

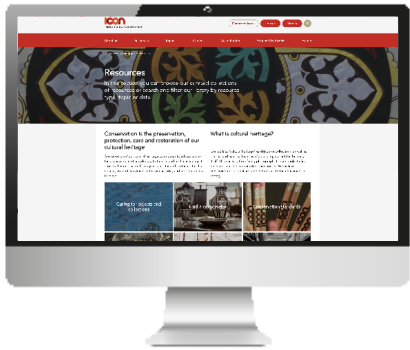
QUARTER PAGE	width x height (mm)
Portrait (no bleed required)	90 x 125

For all artwork with a white background and no bleed please add a keyline/frame around all edges of your advertisement.

High res, press ready artwork should be supplied in digital format to copy@centuryone.uk. PDF, JPG or TIFF files accepted. All artwork should be CMYK colour (not RGB), 300 dots per inch (dpi), ensuring all fonts and images are embedded.

RATE CARD 2025

DIGITAL



COSTS

ICONNECT MONTHLY NEWSLETTER

Iconnect Monthly is the email newsletter sent to all members and supporters, providing a round-up on all the big stories of the previous month, announcements and exclusive professional opportunities. Each newsletter reaches over 2,000 conservation sector professionals.

AD TYPE	COST PER INSERTION
Footer Banner	£250

ADVERTISE ON ICON'S WEBSITES

Highlight your business in the newly launched Icon 'Supplier Directory' - a new part of the Icon website and promoted to be visible to the entire Icon membership. Within a specially designed framework on Icon.org you will be able to showcase who you are in 200 words with a company logo, contact information and URL link plus upto 3 images.

AD TYPE	COST PER MONTH
Sponsored Article	£750
Banner on Homepage Carousel www.icon.org.uk	£495
Conservation register banner conservationregister.org.uk	£750
COST PER 3 MONTHS	
Supplier Directory listing	£295
COST FOR FULL YEAR	
Supplier Directory listing	£695

ICONNECT JOBS

Iconnect jobs is the only way to ensure your conservation sector job advertisement lands directly into the inboxes of the largest pool of conservation sector professionals around.

With a dedicated jobs board, a weekly jobs newsletter and posts across Icon's socials reaching more than 2,000 conservation sector professionals, academics & students, material & equipment suppliers, and allied professionals.

Don't leave your recruitment up to chance. Speak directly to the audience you need – and harness your best chances to find the best candidate for the role you've got going.

AD TYPE	COST PER INSERTION
Call for Tenders	£495
Salaried role	£420
Apprenticeship*	£150

*Apprenticeships, Internships and Voluntary roles must meet Icon's minimum guidelines. There are no exceptions. Work experience defined as a work placement with a maximum duration of 2 weeks.

ARTWORK SPECS

WEBSITE ADVERTISING

Banner in the Homepage Carousel

All elements to be supplied for Icon to build

Supply the below elements

- n Image (1900w x 540h px)
- n Header (up to 50 characters)
- n Body text (up to 500 characters)
- n Link Text (10-15 characters)
- n Link to website

Conservation Register Banner

width x height (px)
450 x 270

NEWSLETTER

Mid Banner

width x height (px)
602 x 195

Footer Banner

602 x 195

For online and email newsletter ads, artwork should be RGB colour, 72 dots per inch (dpi), JPG file. Please supply a URL for click-through, no embedded links accepted.

ARTWORK CREATION

	DESIGN COST
New Design	£80 p/h
Update existing design	POA

All prices quoted are subject to VAT. Please refer to our terms and conditions.

STEP ONE

Decide your ad size and whether you need artwork produced. Tell your sales rep and complete the booking form.

STEP TWO

Once all is booked in, our design studio will contact you to discuss the look of your ad and obtain your branding guidelines and your ideas for the design and what you want it to communicate.

STEP THREE

Send the designer your copy and images, high res logos, colour references and branding guidelines if applicable, along with any other information that you would like on the ad.

STEP FOUR

The designer will email over an artwork approval form (this is your proof). Mark up any amends or call to discuss. Or if it looks good sign and return the form.

STEP FIVE

A second proof will be issued for sign off. Fill in the form at the bottom and return to the designer. Additional amends/proofs may incur additional charges. If you have purchased the intellectual property rights (where applicable) we will send you the press ready pdf and all design files.

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